

1995 B&H Hispanic Plan Review

Marketing Objectives

Continue to build brand awareness of B&H 100's campaign in key geographies throughout 1995

Key geographies:

- Miami
- San Diego
- Los Angeles
- San Antonio
- San Francisco
- Albuquerque

Marketing Strategies

Print

To showcase B&H's discriminating image in selective titles that reach Adult Hispanic Smokers

OOH

To support B&H's discriminating image through presence in key B&H geographies

Communication Levels

Print

Provide 6 month presence in selective titles that reach Adult Hispanic Smokers

- Selected titles based on audience composition
- Used judgment when no data available

OOH

Provide 3 month presence in a combination of bulletins, 30-sheets and 8 sheets

- March, April and November

YTD delivering minimum of #25 showing across key markets

Geography

Print

National presence in major Hispanic magazines

Local presence in magazines in Miami

95hispnv

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Local presence in newspapers in the following markets:

- Miami
- Los Angeles
- San Francisco
- San Diego
- San Antonio
- Albuquerque

OOH

OOH presence in key B&H geographies

- Miami
- Los Angeles
- San Francisco
- San Diego
- San Antonio
- Albuquerque

Audience

Emphasis on Hispanic Adult Smokers 25-64

- Primary Audience is Hispanic AS 35-64
- Secondary Audience is Hispanic AS 25-34

Overall Female/Male split is 60% Female/40% Male

Emphasis on Spanish-Dominant and bilingual Hispanics

Media Mix

Media Mix includes:

Print

Magazine titles divided into primary and secondary titles based on their ability to effectively and efficiently deliver key audience segments (in order of priority)

- Hispanic AS 35-64 (Overall 60% Female / 40% Male Split)
- Hispanic AS 25-34 (Overall 60% Female / 40% Male Split)

Primary titles include the following categories

- Women's Service
- Women's Fashion
- Women's General Interest

Secondary titles include the following categories:

- Home
- Dual Interest
- Men's
- Supplements

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Newspapers selected must meet the following criteria:

- Spanish-language or bilingual editorial
- Audited circulation (or printers' statement)
- High 35-64 skew
- Good reproduction capabilities
- Well established / known in community

OOH

OOH consists of bulletins, 30-sheets and 8 sheets

Scheduling

Provide 6 months support flighted throughout the year

Print

Scheduling the following months

- January
- April
- May
- August
- September
- November

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OOH presence scheduled for 3 months

- March
- April
- November

Print Creative Mix

- Magazine: 76% page or back cover / 24% spread
- ROP: Tabloid page 4/C creative

Plan Highlights

B&H dominated 100's category advertising

Secured added-value 1/3 vertical restaurant listings in the following books:

- Vista
- Hispanic
- Cristina
- Hispanic Business
- Elle
- TV y Novelas
- Vanidades

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